

**Monthly Account
Performance Report
1 Jan 2020 — 31 Jan 2020**

Shore Medical Aesthetics

886-007-8544

Key Performance Indicators (KPIs)

Cost

\$3,352

↑ 47%

Conv

15

↑ 88%

Conv Rate

5.45%

↓ 16%

Cost / Conv

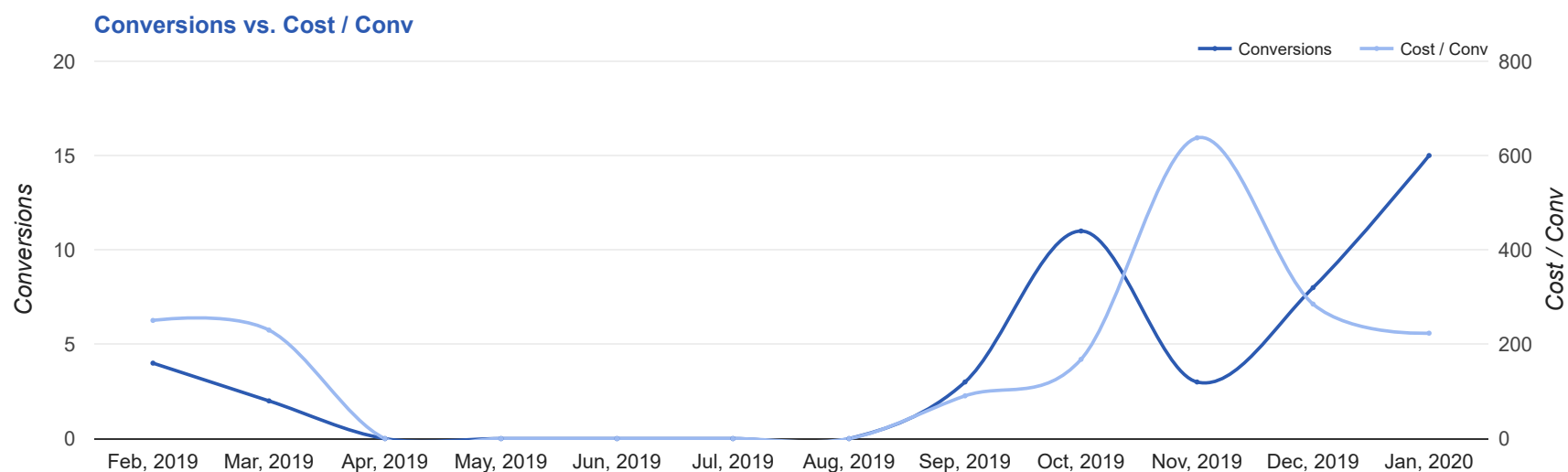
\$223.48

↓ 22%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	1,557	123	\$2,281.31	\$18.55	7.9%	-	8	6.5%	\$285.16	68.08%
1 Jan 2020 — 31 Jan 2020	5,653	275	\$3,352.23	\$12.19	4.86%	-	15	5.45%	\$223.48	60.07%
Change	4,096 ↑ 263%	152 ↑ 124%	\$1,070.92 ↑ 47%	\$6.36 ↓ 34%	3.04% ↓ 38%	--	7 ↑ 88%	1.05% ↓ 16%	\$61.68 ↓ 22%	8.01% ↓ 12%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Feb '19	81,581	597	\$1,002.02	\$1.68	0.73%	-	4	0.67%	\$250.51	35.49%
Mar '19	30,745	214	\$460.04	\$2.15	0.7%	-	2	0.93%	\$230.02	50.65%
Apr '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jul '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Aug '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Sep '19	518	35	\$271.82	\$7.77	6.76%	-	3	8.57%	\$90.61	65.8%
Oct '19	2,731	161	\$1,848.64	\$11.48	5.9%	-	11	6.83%	\$168.06	72.57%
Nov '19	2,066	97	\$1,912.36	\$19.72	4.7%	-	3	3.09%	\$637.45	67.43%
Dec '19	1,557	123	\$2,281.31	\$18.55	7.9%	-	8	6.5%	\$285.16	68.11%
Jan '20	5,653	275	\$3,352.23	\$12.19	4.86%	-	15	5.45%	\$223.48	60.06%
Total	124,851	1,502	\$11,128.42	\$7.41	1.2%	-	46	3.06%	\$241.92	40.29%

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search alpha coolsculpting	601	30	\$495.49	\$16.52	4.99%	-	5	16.67%	\$99.10	54.71%
search beta coolsculpting	1,184	49	\$499.75	\$10.20	4.14%	-	3	6.12%	\$166.58	57.05%
search beta smartlipo	1,193	87	\$496.99	\$5.71	7.29%	-	2	2.3%	\$248.50	60.93%
search awareness juvederm	359	29	\$236.45	\$8.15	8.08%	-	2	6.9%	\$118.23	68.15%
search beta botox	763	36	\$517.02	\$14.36	4.72%	-	1	2.78%	\$517.02	61.77%
search awareness laser skin resurfacing	167	14	\$198.91	\$14.21	8.38%	-	1	7.14%	\$198.91	84.83%
search alpha emsculpt	280	11	\$413.37	\$37.58	3.93%	-	1	9.09%	\$413.37	76.56%
search beta emsculpt	1,106	19	\$494.25	\$26.01	1.72%	-	0	0%	\$0.00	57.11%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

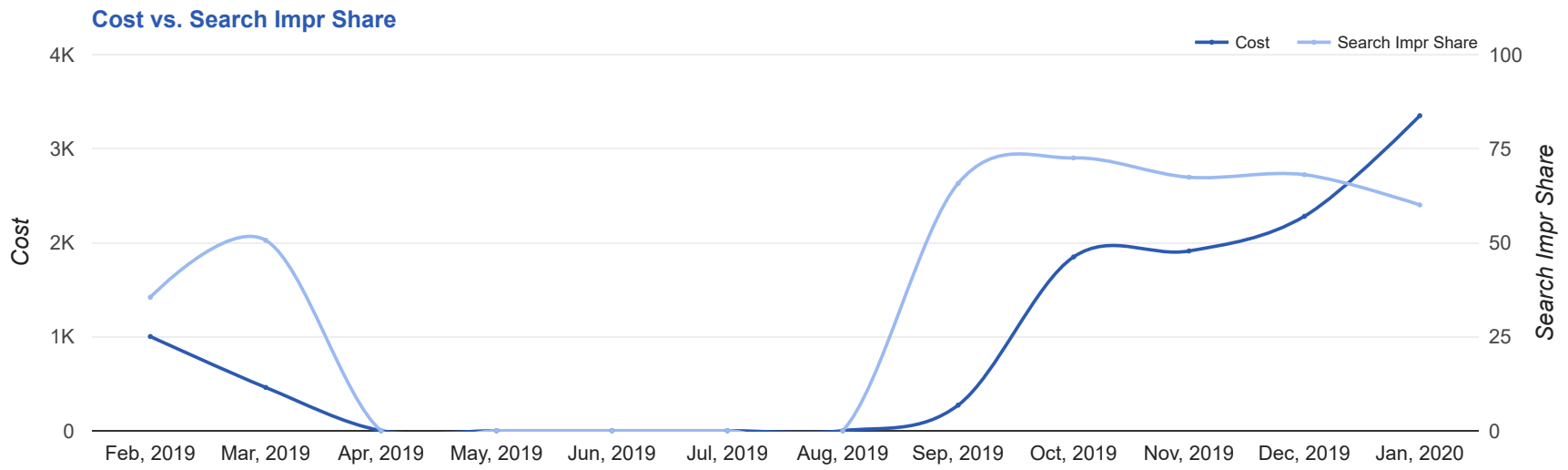
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Babylon - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.shoremedaesthetics.com/coolsculpting/babylon #1 CoolSculpting Deal. Freeze Fat. Top Provider in Babylon, NY. Free Consult.	304	20	\$351.52	\$17.58	6.58%	-	4	20.00%	\$87.88
CoolSculpting in Babylon - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.shoremedaesthetics.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	119	3	\$38.24	\$12.75	2.52%	-	2	66.67%	\$19.12
{Keyword:Laser Lipo Special} - Minimally Invasive Liposuction - Melt Away Fat: Body Contouring www.shoremedaesthetics.com/--/-- Smart Lipo Uses Advanced Laser Technology to Reduce Fat with Less Pain and Downtime.	1,011	75	\$432.98	\$5.77	7.42%	-	2	2.67%	\$216.49
Dermal Fillers in Babylon, NY - Longest Lasting Facial Filler - Look Younger & More Energized www.shoremedaesthetics.com// Long-Lasting Dermal Filler That Treats Wrinkles and Skin Folds	121	10	\$115.48	\$11.55	8.26%	-	2	20.00%	\$57.74
{Keyword:Look Younger & More Energized} - #1 Anti-Aging Treatment - Reduce Crow's Feet + Wrinkles www.shoremedaesthetics.com/--/-- Safe, Effective Treatment for Crow's Feet, Brow Lines & Forehead Wrinkles.	415	21	\$315.94	\$15.04	5.06%	-	1	4.76%	\$315.94

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

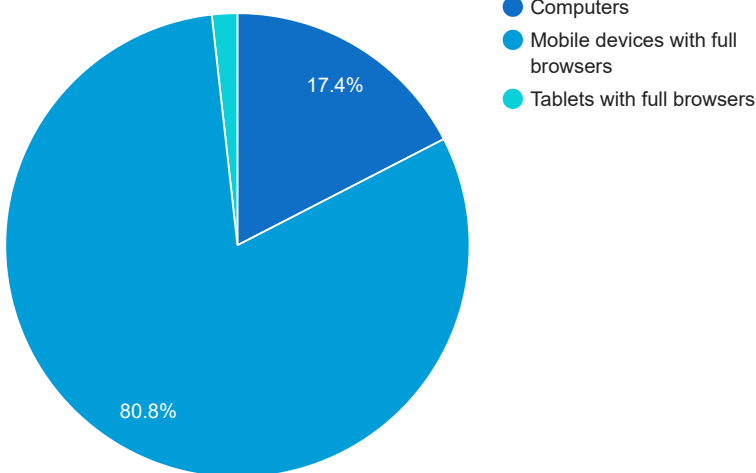
Budget Coverage



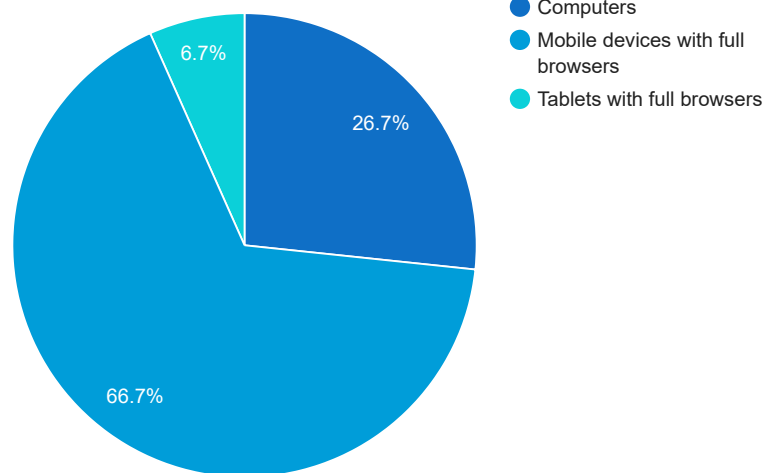
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	1,002.02	35.49
Mar, 2019	460.04	50.65
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	271.82	65.80
Oct, 2019	1,848.64	72.57
Nov, 2019	1,912.36	67.43
Dec, 2019	2,281.31	68.11
Jan, 2020	3,352.23	60.06

Cost and Conversions by Device

Cost



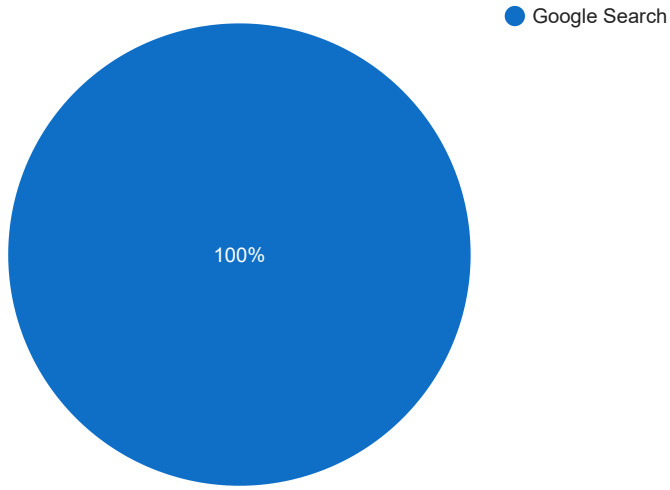
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	4,851	233	\$2,708.44	\$11.62	4.8%	-	10	4.29%	\$270.84
Computers	699	37	\$584.49	\$15.80	5.29%	-	4	10.81%	\$146.12
Tablets with full browsers	103	5	\$59.30	\$11.86	4.85%	-	1	20%	\$59.30

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	5,653	275	\$3,352.23	\$12.19	4.86%	-	15	5.45%	\$223.48

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE

CONV

Form Submission

15

Glossary

- Impressions (Impr) - Number of times your ad was displayed
- Display Impression Share - Refers to the percentage of times your ad was shown in a display placement when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Search Impression Share - Refers to the percentage of times your ad was shown in search results when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Clicks - Number of clicks that resulted from an ad
- Avg. CPC - Cost per click
- CTR - Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Cost - Media spend accrued
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- CPA - Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- CR - Conversion rate
- Quality Score - is a metric used by Google to determine how relevant they believe your advertising to be based on the keywords your ad is appearing for